

Title (en)

A METHOD FOR DIRECT MAIL ADVERTISING

Title (de)

VERFAHREN FÜR DIREKTWERBEMITTELVERSAND

Title (fr)

PROCEDE DE PUBLICITE PAR COURRIER DIRECT

Publication

EP 1200950 B1 20040526 (EN)

Application

EP 00907302 A 20000216

Priority

- US 0003956 W 20000216
- US 35910499 A 19990722

Abstract (en)

[origin: WO0108127A1] A method for providing an integrated direct marketing notepad comprising the steps of (a) combining address labels, personalized letters, personal messages, interactive coupons and inserts, personalized gifts and business reply cards and (b) mailing the direct marketing notepad to a customer.

IPC 1-7

G09F 3/02; G06F 17/60; B42D 15/02

IPC 8 full level

G09F 3/02 (2006.01); **B42D 5/00** (2006.01); **G06Q 30/00** (2012.01); **G09F 19/00** (2006.01)

CPC (source: EP)

B42D 5/003 (2013.01); **G06Q 30/02** (2013.01)

Designated contracting state (EPC)

DE FR GB IT NL

DOCDB simple family (publication)

WO 0108127 A1 20010201; AU 2882400 A 20010213; DE 60011090 D1 20040701; DE 60011090 T2 20050519; EP 1200950 A1 20020502; EP 1200950 B1 20040526; JP 2003505741 A 20030212

DOCDB simple family (application)

US 0003956 W 20000216; AU 2882400 A 20000216; DE 60011090 T 20000216; EP 00907302 A 20000216; JP 2001513138 A 20000216